Global Trends - Wine Industry Key Elements

Africa’s Consumers: Connected, In Control And Hungry For Convenience

In our world today, consumers live an increasingly "hyper-connected, hyper-life" - they are more stretched than ever before and are striving to repurpose their time and effort, searching for simpler, easier, more pleasant and purposeful ways of living... including shopping.

In light of this, Africa’s retail environment is evolving to meet consumers changing circumstances and shifting priorities, and not only in the direction of e-commerce. Across the retail spectrum, consumers are increasingly in control, increasingly connected and increasingly looking for more convenient and enjoyable shopping experiences to suit their individual circumstances.

This means a new continuum of retailers are emerging to capture shoppers’ attention and wallets – new non-traditional, specialist and niche retailers, clicks and bricks retailers, native e-commerce retailers, manufacturers as retailers and consumers as retailers. In Africa, it is said that retail is everywhere and everyone is a retailer...

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Organic Wine’s Deadly Carbon Footprint

It has become the easiest sales pitch in the world: pay a little more for food that doesn’t require the application of synthetic chemicals. Consumers far and wide now “understand” that naturally derived chemicals are so much better for your health and the environment.

Of course, a chemist might argue that dioxin, the most toxic man-made compound available, is still a million times less dangerous than botulinum, which is derived from a bacterium called Clostridium botulinum. We have Mother Nature, not man, to thank for that nasty little creation. Nevertheless, such arguments are probably lost on eco-friendly shoppers. The popularity of organic food and wine is not going away anytime soon.

Yet as the European viticultural debate increasingly coalesces around sustainable viticulture, a growing number of voices are starting to publicly question whether organic methods are long overdue a dressing down.

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